MARKETING YOUR EVENT

Digital Support
• Post the event on your local Money Smart Week Facebook page
• Request that your participating high school teachers post the event on their homework website, class schedule or calendar, student events boards and Facebook page

• Suggested Twitter posts:
  o Get smart about your money #MoneySmartWeek #MoneySmartCache!
    http://www.moneysmartweek.org
  o Learn #coolstuffaboutyourfinances and #makeyourbudgetgofurther

• Suggested Instagram shots:
  o Show students wearing tee shirts with appropriate message (using hashtags)
  o Show teacher and class playing the Cache! game (+ hashtags)
  o Show the Cache! game screen (using hashtags)

• Request that your high school teacher send email blasts and texts to students

Campus Media
• Suggest to the high school newspaper that they run a story on Money Smart Cache! contest either before or after the event

NOTE: Be sure to always brand your event. Its correct name is Money Smart Cache!